

## CLAIMS:

1. A method of communicating a command to a controllable device (130), comprising the steps of
  - generating a watermark comprising the command, which is to be executed by the controllable device (130),
- 5 • generating a watermarked signal (120) comprising the watermark and an information unit (116) to be transmitted to the controllable device (130), and
- transmitting the watermarked signal (120) to the controllable device (130) for causing the controllable device (130) to execute the command.
- 10 2. A method as claimed in claim 1, where the watermarked signal (120) is generated in a first domain by outputting a watermark signal representing the watermark to the first domain for merging the watermark signal with an information signal representing the information unit (116) in the first domain.
- 15 3. A method as claimed in claim 2, where the first domain is one of the acoustic domain and the visual domain.
4. A method as claimed in claim 2 or 3, where the second domain is the electrical domain.
- 20 5. A method as claimed in claim 1, where the command relates to at least one of: control of a physical movement of a part of the controllable device (130), rendering of an audio output by the controllable device (130), rendering of a visual output by the controllable device (130), and adjusting a value for at least one parameter associated with the command.
- 25 6. An arrangement for remotely controlling a controllable device (130), comprising
  - embedding means (113) for generating a watermark comprising the command, which is to be executed by the controllable device (130),

- watermarking means (114) generating a watermarked signal (120) comprising the watermark and an information unit (116) to be transmitted to the controllable device (130),
- output means (115) for transmitting the watermarked signal (120) to the controllable device (130) for causing the controllable device (130) to execute the command,
- receiving means (131) for receiving the signal in the controllable device (130),
- decoding means (132) for obtaining the information unit from the signal and obtaining the command from the information unit, and
- executing means (133) for executing the command.

7. A controlling device arranged for communicating a command in a first domain to a controllable device, comprising

- embedding means (113) for generating a watermark comprising the command, which is to be executed by the controllable device (130),
- watermarking means (114) generating a watermarked signal (120) comprising the watermark and an information unit (116) to be transmitted to the controllable device (130), and
- output means (115) for transmitting the watermarked signal (120) to the controllable device (130) for causing the controllable device (130) to execute the command.

8. A controllable device arranged for receiving a command in a first domain from a controlling device, comprising

- receiving means (131) for receiving the signal in the controllable device (130),
- decoding means (132) for obtaining the information unit from the signal and obtaining the command from the information unit, and
- executing means (133) for executing the command.

9. A computer program product being arranged for causing a processor to execute the method of claim 1.

10. A method of presenting an advertisement (430) to a user (420), comprising the steps of

- generating a watermark comprising the command, which is to be executed by the controllable device (232), the command being related to presenting an advertisement (430),
- generating a watermarked signal (120) comprising the watermark and an information unit (116) to be transmitted to the controllable device (232), and
- transmitting the watermarked signal (120) to the controllable device (130) for causing the controllable device (130) to execute the command by generating the advertisement (430) and presenting the advertisement (430) to the user (420).

11. A method as claimed in claim 10, further comprising the steps of

- maintaining a user profile (411) for the user (420) based on a sale of a controllable device (130) to the user (420),
- determining using the user profile (411) a product that the user is likely to want to buy, and
- adding an identifier for the product to the command.

12. A signal (120) comprising an information unit (116) in which a watermark is embedded, the watermark comprising a command to be executed by a controllable device (130).